



## 2018 Winter Weather Preparedness Communications Plan

### Background:

#### SDOT Winter Weather Response Plan

SDOT works closely with King County Metro Transit, the Seattle School District, local universities, hospitals, and major employers to ensure our snow response maintains mobility for people, goods, and emergency services. The [snow route map](#) available in 10 languages shows where we will focus our snow response efforts and which streets will be treated with de-icer and plowed when a storm hits. This information helps everyone in the city plan routes to get to work, the grocery store, child care, and medical appointments during a winter weather event.



### EXTERNAL Audience:

#### POSSIBLE MAYOR MEDIA AVAILABILITY

Location: SDOT Charles Street Maintenance Facility [714 South Charles St](#)

Date/Time: TBD

Media: KIRO, Q13, KING5, KOMO, Seattle Times

Timing (exact times TBD when date finalized, based on Mayor's availability):

- **Show and Tell Location (salt pile storage area):** SDOT Salt and De-Icing Trucks will be staged and ready to load up and drive around for media B-roll on display at **salt pile storage area**. There will be portable lights on to illuminate work area near salt pile for safety
- Mayor arrives at SDOT Maintenance Operations Office (north end of yard)
- Mayor arrives and greets SDOT crews (just inside the facility, with coffee and donuts) **3 MIN**
- Briefing for Mayor **5-10 MINS**
- Rodney Maxie gives Mayor facility tour including trucks **5-10 MIN**
- Show and Tell (loading salt, trucks drive in/out, media questions) **15 MIN**

#### General Talking Points:

- The city begins preparing for winter in summer, training staff, calibrating equipment and working with local agency partners. SDOT crews performed dry runs of plow and de-icing routes in August and September.
- SDOT crews apply both salt and de-icer depending on conditions and the type of road surface. De-icer is used when the road is dry and salt in areas where water is known to accumulate.
- SDOT crews plow and treat the city's major streets that are most important for getting to major public institutions such as hospitals and schools; and most frequently used by emergency responders.
- We have multiple crews available on standby when winter weather is in the forecast. SDOT Crews work on rotating schedules throughout a storm event to maintain 24/7 coverage. A big thank you to our

maintenance team who are working hard to make sure everyone gets where they need to go safely, no matter if it's a holiday or weekend etc.

- We're committed to clearing snow from identified routes throughout the city within 12 hours of a significant lull in the storm.
- We're ready with 3,500 tons of salt and more than 46,000 gallons of de-icer.

#### TOP MESSAGE:

##### When the Forecast Calls for Snow & Ice – Seattle is Prepared to Respond:

- SDOT crews plow and treat the Gold and Emerald routes that connect to major public institutions, such as:
  - Hospitals
  - Schools
  - roads most frequently used by police, fire trucks & buses
- Major streets leading to Seattle's major employers  
*We do not plow or treat non-arterial streets*
- Crews start preparing for winter in the summer, training staff, calibrating equipment and working with local agency partners.
- When high winds or heavy rain are forecast, our crews are ready to remove fallen trees from the road, and to repair signs and signals.
- SDOT supplies of granular salt and salt brine keep ice from forming on main city streets and bridges.

##### Gold and Emerald Priority Routes levels of service:

- Gold Snow Routes: These are streets of regional importance for hospitals, buses, large trucks and major employers. SDOT's objective is to provide bare and wet pavement over all travel lanes within 12 hours of a significant lull in the storm.
- Emerald Snow Routes: These are streets of citywide importance for hospitals, buses and general traffic. SDOT's objective is to provide bare and wet pavement for one lane in each direction within 12 hours of a significant lull in the storm.

#### The PLAN:

##### 2017/2018 Winter Storm Response Plan

In Seattle, winter can bring heavy rain, high winds, ice and snow. We're monitoring conditions.

- SDOT follows weather reports 24-hours-a-day, all year long, with a direct line to the National Weather Service and live Doppler radar feeds.
- Crew use a forecasting tool developed with the University of Washington called **SNOWWATCH** to learn how a storm will most likely affect different neighborhoods. This information helps determine where the crews will be needed first.
- Computerized sensors located on city bridges, and ground surface sensors, provide timely and accurate air and roadway surface temperatures. These are a part of the [SDOT Interactive Weather Map](#). See below for response plan.

- We use [real-time, live-streaming cameras](#) to see actual conditions on key streets.

The City of Seattle takes a proactive approach, using best practices to respond to snow and ice:

- SDOT crews use trucks fitted with plows and salt-spreaders to keep major streets clear.
- When conditions allow, the crews pre-treat key streets and bridges with salt brine before the snow starts falling to help prevent ice from forming.
- As the snow begins to fall, the crews continue to drive their routes, treating the roadway with salt brine or granular salt where needed. When approximately one inch of snow has accumulated, they begin plowing.
- During a snow event, a Global Positioning Satellite (GPS) system tracks the locations of the trucks. The [Winter Weather Response Map](#) shows where the trucks are at the current time and which streets the trucks have already serviced.
  - Winter Weather Response Map shows:
    - where snow plows/de-icer trucks have been
    - road surface temperatures
  - Snow Route Map shows:
    - Gold routes – all lanes clear within 12 hours of lull in storm
    - Emerald routes – one lane in each direction clear within 12 hours of lull in storm

### SDOT Social Media Posts

Hashtags: #SEASnow #BePrepared #SEAWinterPrep #WinterIsHere

#### Tweet 1

#WinterIsHere Plz travel safely for road conditions. See where snow trucks r & what roads r closed w/ live map:

<http://web6.seattle.gov/sdot/winterweathermap/>

GIF: You know nothing Jon Snow (<http://giphy.com/gifs/rose-leslie-TD33oLd508akw>)

#### Tweet 2

Tis the season 4 storm preparedness. Know how to get around if we get #SEASnow this winter: Plz travel safely for road conditions <http://www.seattle.gov/transportation/winterweather.htm>

#### Tweet 3

SEA may not have #WhiteWalkers, but snow can make getting around tough, so plz travel safely for road conditions:

[http://www.seattle.gov/transportation/winter\\_prepare.htm](http://www.seattle.gov/transportation/winter_prepare.htm)

GIF: White walker Game of Thrones (<http://giphy.com/gifs/gameofthrones-l41m2M6Gwg2ogoyju>)

#### Tweet 4 (save until it actually snows)

#WinterIsHere & there's #SEASnow! Avoid driving if possible, check our road conditions map first if u have to go out

<http://web6.seattle.gov/sdot/winterweathermap/>

GIF: Mr. Freeze from Batman, "Winter has come at last" <http://gph.is/1NDSV1n>

#### Tweet 5

#SEAWinterPrep Step 1: Learn snow removal + bus routes. Step 2: Stock emergency kit 4 car + home. Step 3: Acceptance <http://www.seattle.gov/transportation/winterweather.htm>  
GIF: Grumpy cat in snow (<http://giphy.com/gifs/justin-g-snow-day-l49FiX2pvMPPmCfSw>)

#### Tweet 6

Don't try to be tougher than weather. Only drive in #SEAsnow if unavoidable, check route, have chains before u go [http://www.seattle.gov/transportation/winter\\_prepare.htm](http://www.seattle.gov/transportation/winter_prepare.htm)  
GIF: Bill Murray from Groundhog Day (<http://giphy.com/gifs/snow-cold-bill-murray-g2YvllpgTMlck>)

#### Tweet 7

Remember to be extra cautious driving near plows + deicers, and in general, in case of #SEAsnow! #SEAWinterPrep [http://www.seattle.gov/transportation/winter\\_prepare.htm](http://www.seattle.gov/transportation/winter_prepare.htm)



#### Tweet 8

How will you get around in case of #SEAsnow? Read our snow route map as part of your #SEAWinterPrep & plan ahead: [http://www.seattle.gov/transportation/docs/WW\\_2016\\_Map.pdf](http://www.seattle.gov/transportation/docs/WW_2016_Map.pdf)  
Attach image of map

#### Tweet 9

Dark skies, short days & low temps, #WinterIsHere. Find out how to commute safely + plan ahead #SEAWinterPrep <http://www.seattle.gov/transportation/winterweather.htm>  
GIF to attach: Jon Snow, winter is coming (<http://giphy.com/gifs/game-of-thrones-jon-snow-gif-nplKLWUd3j0Bi>)

Draft Media Advisory:

## **DRAFT MEDIA ADVISORY**

**February 16, 2018**

**NOT FOR IMMEDIATE RELEASE:**

**Contact:** Karen Westing, Senior Communications Advisor, 206.396.3053

### **SDOT Winter Weather Preparations**

**SEATTLE** – Seattle Department of Transportation (SDOT) crews will continue to evaluate and monitor roadways and elevated surfaces throughout the city with the possibility of snow mixed with rain on

Sunday. Temperatures are expected to drop to the low-to-mid 30's this coming week. Should temperatures drop, crews will deploy to treat roadways and elevated surfaces as appropriate.

For more information on SDOT's winter weather response, please visit:

<http://www.seattle.gov/transportation/projects-and-programs/safety-first/winter-weather-response>

Media Availability Note: In the event of winter weather, standup opportunity at the SDOT Charles Street Maintenance facility, contact Mafara Hobson to coordinate.

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#### General Winter Weather Planning

*In the event of snow and/or ice, City emergency planners urge residents to prepare their homes for cold weather, build emergency supply kits for homes and vehicles, and not to drive unnecessarily. For more information on how to prepare for winter weather, please visit [Take Winter By Storm](#). Additionally, for up-to-date information pertaining to impacts in the City of Seattle please sign up for AlertSeattle at [Alert.Seattle.gov](http://Alert.Seattle.gov)*

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